

JOB DESCRIPTION

Job Title : Personal Shopper	Reports to : Unit Head (approval pending)	Dept : Store Operations
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1. JOB PURPOSE :

Summarise in one statement why the job exists; and how it contributes to the overall mission/objective of the organisation.

Personal Shoppers provide expert advice and give the highest level of customized and personal customer service possible to individual shoppers by providing advanced knowledge of products, services, and trends. Delights customers via high standards in service, sales and every retail operation.

2. PRINCIPLE ACCOUNTABILITIES

List the expected end results that must be achieved in order to fulfil the job purpose and the activities that help in achieving these results.

EXPECTED END RESULTS	MAJOR ACTIVITIES
- Guide our customers to look Awesome. - You help them become more Fashionable. - Delight Customers with a great Shopping experience	- Highest level of customized and personal customer service possible to individual shoppers. - Provide advanced knowledge of products, services, and trends. - Become trusted consultants for shoppers to given them enhanced buying experience. - Lead each client through their shopping experience, guiding them to products and services that are particularly suited for their needs and desires. - Follow-up, follow-through with customers and keep your commitments in order to maintain strong relationships. - Each personal shopping customer needs to feel as if they are only customer you have. - Give each customer a lot of attention, getting to know their likes and dislikes. - Use tact to find out the budget you need to work within. - Listen well and communicate clearly - Show initiative to make sure you meet customers' needs
Increased Customer Satisfaction	- Motivate the customers to visit your store often (generate appointments) and make purchases frequently by driving the relationship with their clients using mail, e-mail, telephone and face-to-face communications. - Lead each client through their shopping experience, guiding them to products and services that are particularly suited for their needs and desires.

Increased buying Frequency of High Value Customers	To be the single point of customer service before, during and after the sale for your clients, by appropriate follow-up, follow-through and fulfilling commitments in order to maintain strong relationships.
- Increased sale - Increased Average Bill Value - Increased Items per Ticket of Target Customers	- Maintain the appointment levels, contribution to sales by suggestive selling and upselling using their expertise and in-depth knowledge of both the customer and the current offerings. - Focus on increasing the Item per ticket and Average Bill Value
- Increase in membership base. - Documentation	Educate non-members about the membership programs and encourage black card enrollments

3. MAJOR CHALLENGES

Describe the major challenges in the job.

- Customer Engagement
- Keep self updated on latest style and fashion trends
- Recommending Customers what suits them best, and convincing them on the same.

4. KEY DECISIONS

Describe 1 or 2 typical decisions to be made, in the course of the job.

Decision to recommend customer apparels and brands, size and fit etc.

5. INTERACTIONS

List the job roles that you interact with inside or outside the company to enable you to meet your accountabilities)

INTERNAL (Roles or teams you need to interact with internally in the organization on a daly basis)

Unit Head
Retail Ops Manager
Dept Manager
Customer Care Associates
Brand Staff

EXTERNAL (Roles you need to interact with outside the organization on a day to day basis)

Customers / High Net Worth Customers /VIP's

6. SKILLS AND KNOWLEDGE

State the minimum acceptable proficiency for this job. Do not state incumbent-specific information

EDUCATIONAL QUALIFICATIONS

Minimum 12th Pass - Fashion/ retail or industry - related degree will be preferred.
Graduation mandatory for external Hires.

RELEVANT EXPERIENCE

Min 3 – 4 years of retail sales experience, for external hires- Good track record of sales success, preferably with the same types of products or a similar industry or Cabin Crew in airlines.
Fresher's from Relevant Fashion Institutes / Finishing B-Schools can be considered.

SUBJECT KNOWLEDGE, PERSONAL CHARACTERISTICS & BEHAVIOURS

- Pleasing Personality
- Passion and imagination for styling
- A high level of customer service
- Confidence working with VIPs & HNI's
- A friendly personality, able to build trust quickly
- Planning & Organising, Result Focused.
- Self-motivation and a commitment to learning
- Teamwork & Networking
- Fluency in English; Good written and verbal communication skills.
- Excellent Selling skills
- Basic computer skills and a knowledge of basic Microsoft Office programs.